

PHUKET

Thailand



PHUKET

Pearl of The South

Luxuriantly verdant Phuket is Thailand's largest island (approximately the size of Singapore) and nestles against the Indian Ocean Coast some 870 kilometres south of Bangkok.

Phuket derives its wealth from tin and rubber, is blessed with teeming marine life, and has enjoyed a rich and colourful history -- the island's most famous landmark is the memorial statue of the heroines *Thao Thep Kasattri* and *Thao Sisunthon* who rallied islanders in 1785 to repel invaders.

Phuket is blessed with magnificent coves and bays, powdery, palm-fringed white beaches, sparkling island-dotted seas, sincerely hospitable people, comfortable accommodation, superb seafood, lushly forested mountains, lovely waterfalls and parks, and delightful turn-of-the-century Indo/Portuguese and Chinese-influenced architecture which create an enchanting ambience perfectly suited to total relaxation.

Indeed, Phuket is a major resort of international stature, possessing *everything* necessary for a truly memorable holiday.



Phuket heroines' monument



Phuket town



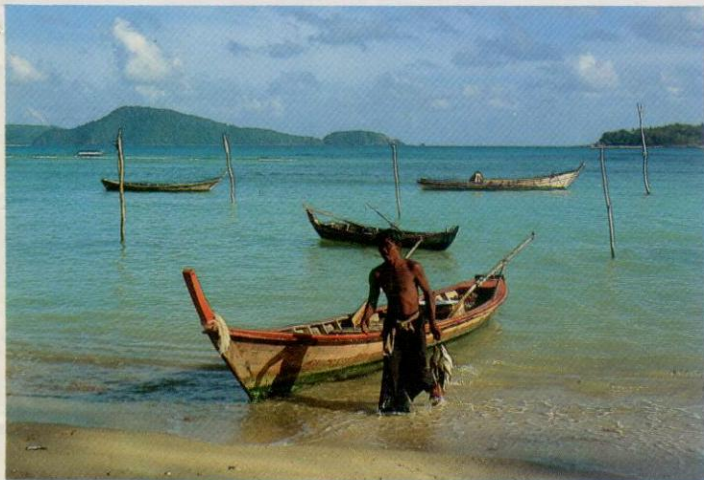
Nai Han Beach



Karon beach sunset



Phromthep Cape



Rawai beach fisherman



Native girls

HOW TO GET THERE

Government-operated buses and private airconditioned tour coaches regularly make the 14-hour journey between Phuket and Bangkok. The most convenient way of reaching Phuket is aboard daily Thai Airways Boeing 737 flights which make the Bangkok-Phuket journey in 1 hour and 10 minutes. Thai International also lands four times weekly during Bangkok-Singapore-Bangkok flights, and Thai Airways regularly make flights between Phuket and Penang, Kuala Lumpur and Singapore. There are no rail services to Phuket.

ACCOMMODATION

First-class hotels located within town offer complimentary transport to their own beach clubs. Economy-class hotels are also available within town. First-class resort hotels with spectacular views offer airconditioned accommodation, as do many cabin and bungalow complexes on Phuket's most popular beaches. Yet other 'native-style' complexes, built of bamboo, rattan and Nipa palm thatch, dot Phuket's coastal hills and beaches to offer comfortable and relatively inexpensive accommodation.



Surin beach surf

PHUKET TOWN

The compact provincial capital serves mainly as a dormitory and shopping centre. Splendid colonial-style residences built by late 19th-century tin and rubber barons, and shophouses with shaded walkways, from the same period, provide distinctive character.

Rang Hill offers a pleasant view of town and hosts a Fitness Park, a series of hillside sculptural tableaux which enhance keep-fit calisthenics.

Southern Thailand's largest Crocodile Farm, containing aquariums featuring colourful coral fish found in Phuket's coastal waters, and hundreds of marine, freshwater and estuarine crocodiles and alligators, lies just outside town.

Several companies arrange local tours, beach trips, visits to cultured pearl farms, island cruises and exploration, and 2-5 day scuba-diving 'seafaris'.

Motorcycles, jeeps and automobiles may be rented to conveniently explore Phuket's many lovely beaches.

The Tourism Authority of Thailand's office on Phuket Road is geared to provide all relevant and current information.



View from Rang Hill



Phuket marine aquarium



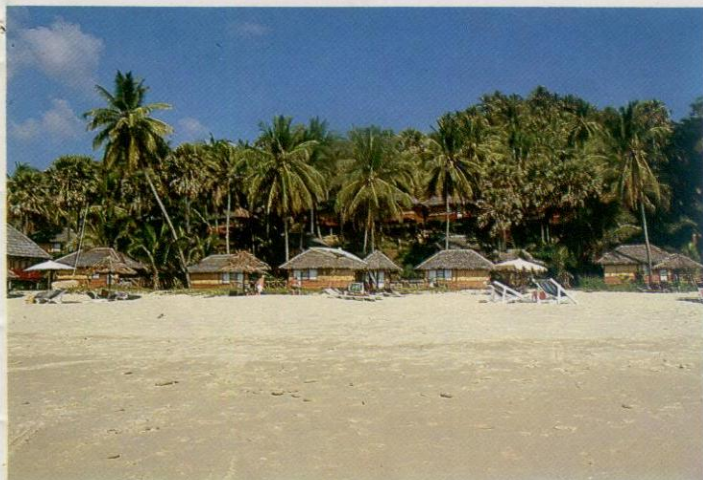
Sea gypsy village



Karon beach scene



The buried Buddha of Wat Phra Thong



Pansea beach scene



Laem Sing Cape view

ISLAND ATTRACTIONS

Phuket's glory is its magnificent coastline. Beaches range from gentle crescents of white sand with calm waters to rocky headlands pounded by raging surf. Secluded coves lie hidden among densely forested headlands tumbling around white beaches. In several such places, visitors can feel years away from civilisation.

Phuket's Indian Ocean coastline boasts the finest beaches while the eastern coastline overlooks some 30 lesser islands occupying largely tranquil seas. Islands vary greatly in size. Some are large enough to sustain fishing communities, coconut plantations, deer and wild boar. Others are little larger than massive rocks. Others again resemble fortresses, are riddled with caves containing the birds' nests prized by gourmets.

Counterclockwise from Phuket's northern tip, the island's major beaches, temples and botanical parks are as follows:

The pine-lined **Mai Khao Beach** (34 kilometres from town) is Phuket's longest beach, site between November and February each year, where gigantic sea turtles struggle ashore to lay their eggs.

Nai Yang Beach, to the south (30 kilometres from town) forms part of a National Park and is peaceful, excellent for swimming and relaxation.

Inland from Nai Yang Beach is **Wat Phra Thong** where a famous partially-buried Buddha is enshrined. Further east, (20 kilometres from town), the beautiful **Ton Sai Waterfall Forest Park** and **Khao Phra Thaeo Wildlife Park** have innumerable birds, wild boars and monkeys to enliven botanical beauty cooled by sonorous cascades.

Further south, **Pansea Bay, Surin Beach** (24 kilometres from town), **Sing Cape** and **Kamala Beach** unfold in rapid succession. A public 9-hole golf course fronts Surin Beach where swimming is *not* recommended due to powerful surf and a treacherous undertow. The northern end of Kamala Beach is suitable for swimming.

Patong Beach (20 kilometres from town) is Phuket's most developed beach. Cabin and bungalow complexes, hotels, bars, nightclubs, discotheques, shops and restaurants front the crescent bay. Windsurfing, snorkelling, sailing, sunbathing and swimming number among major activities.

Karon (20 kilometres from town) and **Kata** (17 kilometres from town) are the next major beaches. Both are long, largely peaceful and eminently suitable for swimming, windsurfing, sailing, snorkelling and sunbathing. Kata is partially fronted by a Club Mediteranee complex.

Nearing Phuket's southernmost point, the white **Nai Han Beach** (18 kilometres from town) fronts a shallow lagoon between steep headlands. Swimming, windsurfing, sailing, sunbathing and snorkelling are popular activities.

The nearby **Promthep Cape** marks Phuket's southernmost point and is the perfect place from which to view spectacular sunsets.

To the east, the palm-fringed **Rawai Beach** (17 kilometres from town) hosts Phuket's best known 'sea gypsies'. Several offshore islands have gleaming white beaches, and dazzling underwater scenery that attracts dedicated fishermen and scuba-divers.

To the northeast, **Chalong Bay** (11 kilometres from town) extends in a broad sweep and, a few kilometres inland, Wat Chalong enshrines statues of **Luang Pho Chaem** and **Luang Pho Chuang**, Phuket's most revered monks.

Finally, on the southernmost tip of **Phanwa Cape** (10 kilometres from town) is a **Marine Biological Research Centre** and **Phuket's Aquarium** which displays several hundred exotic, grotesque and flamboyantly colourful marine species found mostly in Phuket's teeming waters.



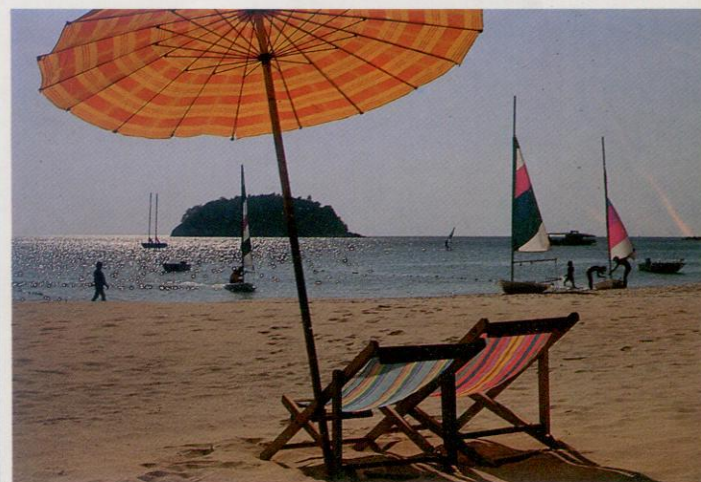
Patong beach scene



Karon beach holiday maker



Kata beach scene



Kata beach scene



Seafood ingredients, including the famous Phuket lobster



Phromthep Cape area



Family scene, Karon beach

DINING/SHOPPING/NIGHTLIFE

Standard western fare is found in major hotels and coffee shops. Thai, Chinese and Islamic food is available islandwide. Phuket's seafood, probably Thailand's most delicious, is prepared in a variety of succulent styles. Southern Thai food can be spicy hot but local specialities, such as spicy mango salads, are well worth sampling. Tropical fruits abound, particularly local pineapples and coconuts.

Phuket's gift shops customarily stock popular handicrafts from all over Thailand, southern batiks and local products such as hand-crafted coral and shell ornamentations, exotic seashells and cultured pearls.

Phuket's nightlife is sedate (compared with Hat Yai, Pattaya or Bangkok) and is concentrated largely in the town centre and **Patong Beach** in restaurants, bars (many featuring video entertainment), massage parlours, nightclubs and discotheques.



Ko Panyi, Phang Nga Bay

NEIGHBOURING ATTRACTIONS

Phuket is a convenient place from which to visit attractions in the neighbouring provinces of **Phang Nga** and **Krabi**.

Phang Nga's major attraction is the eerily beautiful Phang Nga Bay which has been featured in several Thai and international movies, most notably the *James Bond* adventure, *The Man With The Golden Gun*.

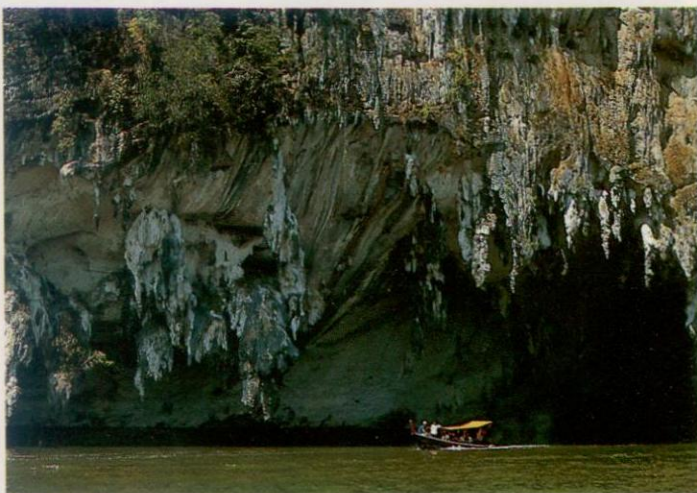
Verdant limestone islands, honeycombed with caves and aquatic grottoes, soar perpendicularly, some nearly 300 metres high, from almost perpetually calm waters. The bay's many moods range from early morning when mists evoke masterful Chinese paintings to spectacularly colourful sunsets.

Few islands are inhabited and except for the occasional fishing village, the bay is largely untouched by human hand. Visitors are awed by the bay's silent, primeval atmosphere which has remained constant for untold centuries.

Major attractions include **Kiang Mount**, **Panyi Isle**, **Nom Sao Isle**, **Thalu Isle**, **Kho Phing Kan Isle** (James Bond Island), **Tapu Mount**, **Ma Chu Mount** and **Lot Cave**.



Khao Khian paintings, Phang Nga Bay



Limestone fountains, Phang Nga Bay



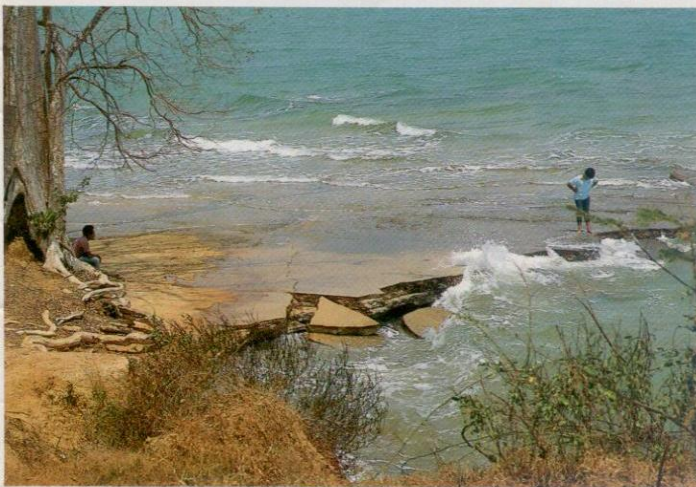
Ko Tapu, Phang Nga Bay



Phi Phi island, Krabi



Phi Phi island, Krabi



Susan Hoi Shell Graveyard, Krabi



Phi Phi islands, Krabi

Krabi's major attractions are the beautiful Phi Phi islands -- **Phi Phi Don** and **Phi Phi Le** -- which can be visited either from Phuket or Krabi's provincial capital in a boat ride of some 3 hours. The boat trip from Krabi is less expensive and slightly shorter.

Phi Phi Don is gently undulating with many beautiful beaches and viewpoints. **Phi Phi Le** is mainly rocky with towering cliffs. Underwater scenery around Phi Phi Le is remarkably beautiful. Crystal clear waters and a relatively shallow seabed offer unique sights of coral reefs and enchanting, dazzling marine life.

The islands are best visited in November, December and January when seas are calm and at their clearest.

Other **Krabi** attractions, less than 30 minutes from the provincial capital, are the beautiful **Nopparat Beach**, and Susan Hoi, a 75-million-year-old shell cemetery where fossilized shells form tiered, concretelike slabs. **Susan Hoi**, is one of the world's only three such shell cemeteries.



Phromthep Cape

SUGGESTED 8 - DAY ITINERARY

DAY ONE

Morning exploration of Phuket town, including a visit to Crocodile Farm. Afternoon visit to Phuket's Aquarium, Wat Chalong, Karon, Kata and Rawai Beaches before viewing sunset from Promthep Cape.

Evening: leisure/dinner on Rang Hill.

DAY TWO

Morning check-in to Patong Beach hotel/cabin/bungalow. Afternoon relaxation/water sports; and exploration of scenic coastal road which connects Patong with secluded coves, Kamala Beach, Sing Cape, Surin Beach and Pansea Bay.

Evening: leisure/Patong nightlife.

DAY THREE

Full day of relaxation at Patong: sunbathing/swimming/windsurfing/fishing/snorkelling/sailing, etc.

Evening: leisure/Patong nightlife.

DAY FOUR

Morning departure by road for Phang Nga, visiting en route Ton Sai Waterfall Forest Park, and Khao Phra Thaeo Wildlife Park, and the peaceful Nai Yang Beach.

Overnight stay at Phang Nga's resort hotel.

DAY FIVE

Early-morning departure for boat excursion to Phang Nga Bay, visiting major attractions such as Khian Mount, Panyi's stilted fishing village, James Bond Island and Tapu Mount. Mid-afternoon return to Phuket to check-in to hotel/cabin/bungalow in town, botanical garden or beach of preference.

DAY SIX

Full day of relaxation devoted to the pleasures of sun, sand 'n' sea.

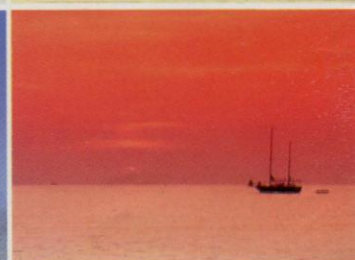
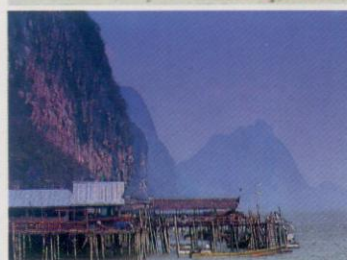
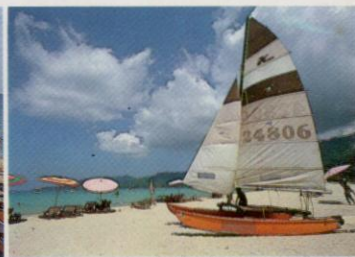
Evening: leisure.

DAY SEVEN

Morning departure for 3-hour boat trip to Krabi's Phi Phi islands. Explore Phi Phi Don, swim, sunbathe, snorkel, etc. Overnight stay at Phi Phi Don which has comfortable cabin accommodation with restaurant facilities.

DAY EIGHT

Morning exploration of Phi Phi Le, snorkelling, swimming, etc. before return journey to Phuket where visitors may extend their island sojourn or travel onwards to other destinations.





TOURISM AUTHORITY OF THAILAND

HEAD OFFICE : Ratchadamnoen Nok Avenue, Bangkok 10100, THAILAND Tel. 2821143-7
Cable: TOT BANGKOK Telex: 72059 TAT BKK TH

LOCAL OFFICES

CENTRAL

KANCHANABURI :

Saeng Chuto Rd., Amphoe Muang, Kanchanaburi 71000.
Tel. (034) 511200

PATTAYA :

382/1 Chaihat Rd., South Pattaya 20260.
Tel. (038) 428750, 429113

NORTH

CHIANG MAI :

135 Praisani Rd., Amphoe Muang, Chiang Mai 50000.
Tel. (053) 235334

PHITSANULOK :

209/7-8 Surasi Trade Center Boromtrailokanat Rd., Amphoe Muang,
Phitsanulok 65000.
Tel. (055) 252742, 252743

NORTHEAST

NAKHON RATCHASIMA :

2102 - 2104 Mittraphap Rd., Tambon Nai Muang
Amphoe Muang, Nakhon Ratchasima 30000.
Tel. (044) 243427, 243751

SOUTH

PHUKET :

73-75 Phuket Rd., Amphoe Muang, Phuket 83000.
Tel. (076) 212213, 211036

SONGKHLA :

1/1 Soi 2 Niphat Uthit 3 Rd., Hat Yai, Songkhla 90110.
Tel. (074) 243747, 245986

SURAT THANI :

5 Talat Mai Rd., Ban Don, Amphoe Muang,
Surat Thani 84000.
Tel. (077) 282828, 281828

OVERSEAS OFFICES

ASIA & PACIFIC

AUSTRALIA :

12th Floor; Royal Exchange Bldg., 56 Pitt Street, Sydney 2000, AUSTRALIA.
Tel. (02) 277-549, 277-540 Cable: THAITOUR SYDNEY.
Telex: 23467 THAITC AA

Area Responsibility :

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HONG KONG :

Room 401 Fairmont Hourse, 8 Cotton Tree Drive Central, HONG KONG
Tel. (03) 580-6776-7, 508-0237 Cable: HK THAITOUR Telex: 63092 HKTAT HX
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Tel. (03) 580-6776-7, 508-0237 Cable: THAITOUR TOKYO
Telex: TATTOKYO J 33964

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Hirano-Machi Yachiyo Bldg., 5th Floor, 2-8-1 Hirano-Machi, Higashi-Ku
Osaka 541, JAPAN

Tel. (06) 231-4434 Telex: J 64675

Area Responsibility :

Southern Japan

MALAYSIA :

C/O Royal Thai Embassy, 206 Jalan Ampang, Kuala Lumpur, MALAYSIA.
Tel. 2480958. Telex: THAIKL MA 31089

Area Responsibility :

Malaysia and Brunei

SINGAPORE :

C/O Royal Thai Embassy, 370 Orchard Rd., Singapore 0923, SINGAPORE.
Tel. 2357694, 2357901 Cable: THAITOUR SINGAPORE.

Telex: 39428 TATSIN RS

Area Responsibility :

Singapore and Indonesia

EUROPE

FRANCE :

Office National du Tourisme de Thaïlande, 90 Avenue des Champs Elysées,
75008 Paris, FRANCE.

Tel. 4562-8656, 4562-8748 Cable: THAITOUR PARIS. Telex: 650093 TATPAR F

Area Responsibility :

France, Belgium, Luxembourg, Switzerland (bordering France)

ITALY :

C/O Thai Airways International Ltd. Via Barberini, 50 00187 Rome, ITALY.
Tel. (06) 4747410, 4747660

Area Responsibility :

Italy, Portugal, Spain, Greece and Switzerland (bordering Italy)

UNITED KINGDOM :

9 Stafford St., Cnr. Albemarle St., London W1X 3 FE, England U.K.
Tel. (01) 499-7670, 499-7679

Cable: THAITOUR LONDON. Telex: 298706 THAITR G, TAT/LON

Area Responsibility :

United Kingdom, Ireland, Finland and Scandinavia

WEST GERMANY :

Thailändisches Fremdenverkehrsbüro, Bethmann Str. 58/IV D-6000
Frankfurt/M.1, WEST GERMANY.

Tel. (069) 295-704, 295-804

Cable: THAITOUR Frankfurt/M. Telex: 413542 TAFRA D

Area Responsibility :

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NORTH AMERICA

USA :

5 World Trade Center, Suite No. 2449, New York, N.Y. 10048, U.S.A.
Tel. (212) 4320433 Cable: THAITOUR NEW YORK.

Telex: 667612 TOT UW

Area Responsibility :

Eastern USA, and Canada

3440 Wilshire Blvd., Suite 1101, Los Angeles, CA. 90010, U.S.A.

Tel. (213) 382-2353, 54-55 Cable: THAITOUR LOS ANGELES

Telex: 686208 TTC LSA

Area Responsibility :

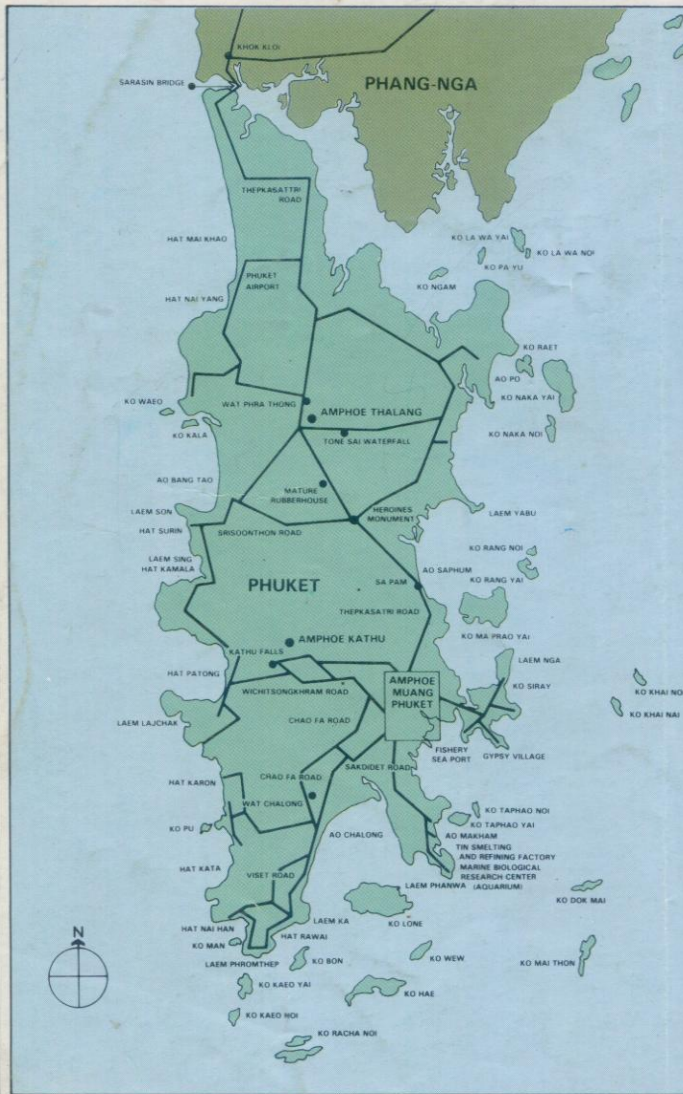
Latin America and Western USA, and Canada



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1987 VISIT THAILAND YEAR



MAP OF PHUKET

Road Distance in kilometres

Bangkok - Phuket	867
(Highway No. 4 and No.402)	
(Flying Time 1.10 hrs.)	
Phuket - Phang Nga	93
(Highway No. 402 and No. 4)	
Phuket - Krabi	185
(Highway No. 402 and No. 4)	

Thai Airways

Bangkok Reservation - 2800070, 2800080

Phuket Reservation - 211195, 212946, 212499, 311194

Thai International Airways

Bangkok Reservation - 2343100-19

Phuket Reservation - 212855, 212880, 212644

Bus Terminal

Bangkok - Charan Sanitwong Rd.

Tel. 4110511, 4110112 (Non - air conditioned bus)

Tel. 4114978-9 (air-conditioned bus)

Phuket - Phang Nga Rd.

Tel. 211480

DISTANCE

AMPHOE MUANG - KATHU	8 Kms.
- SIRE ISLAND	4 Kms.
- AO CHALONG	11 Kms.
- MAI KHAO BEACH	34 Kms.
- SURIN BEACH	24 Kms.
- KAMALA BEACH	26 Kms.
- KARON BEACH	20 Kms.
- RAWAI BEACH	17 Kms.
- KA CAPE	17 Kms.
- THALANG	19 Kms.
- AIRPORT	31 Kms.
- AO SAPAM	8 Kms.
- AO PO	26 Kms.
- NAI YANG BEACH	30 Kms.
- PATONG BEACH	20 Kms.
- KATA BEACH	17 Kms.
- NAI HAN BEACH	18 Kms.
- PHROMTHER CAPE	19 Kms.
- MARINE BIOLOGY	10 Kms.
RESEARCH CENTER	
AO CHALONG - MAI THON ISLAND	15.5 Kms.
- LON ISLAND	3.6 Kms.
- PHI PHI ISLANDS	40 Kms.